

MSA SHIPMENT DATA
COMPANY PERFORMANCE
TOTAL UNITED STATES
DECEMBER 1995

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO				SHR CHG VS 3MAGO
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	
PHILIP MORRIS	2.58	4.30	1.09	1.09	47.25	47.08	46.09	46.09	2.79	1.53	1.29	1.29	1.49
PM PREM	3.28	6.99	3.51	3.51	39.44	39.15	38.10	38.10	2.58	2.23	1.93	1.93	1.57
PM DSCT	-0.81	-7.23	-9.05	-9.05	7.81	7.93	7.99	7.99	0.21	-0.70	-0.64	-0.64	-0.09
PM BRND DSCT	0.90	-4.41	-5.86	-5.86	6.75	6.92	6.84	6.84	0.29	-0.39	-0.30	-0.30	0.05
PM PL	-10.45	-22.88	-24.31	-24.31	1.06	1.01	1.15	1.15	-0.08	-0.31	-0.34	-0.34	-0.13
R. J. REYNOLDS	-7.16	0.70	-5.43	-5.43	25.01	25.25	25.66	25.66	-0.99	-0.05	-1.00	-1.00	-0.38
RJR PREM	-4.10	5.25	-0.57	-0.57	15.93	15.97	16.07	16.07	-0.10	0.66	0.19	0.19	-0.23
RJR DSCT	-12.08	-6.28	-12.59	-12.59	9.08	9.27	9.59	9.59	-0.89	-0.71	-1.19	-1.19	-0.15
RJR BRND DSCT	-13.13	-7.08	-12.97	-12.97	7.07	7.18	7.34	7.34	-0.79	-0.62	-0.95	-0.95	0.07
RJR PL	-8.17	-3.43	-11.31	-11.31	2.01	2.09	2.25	2.25	-0.10	-0.09	-0.24	-0.24	-0.22
B & W (INCL ATCO)	-15.94	-9.28	-5.43	-5.43	16.49	17.33	18.02	18.02	-2.45	-1.95	-0.70	-0.70	-1.03
B & W PREM	-11.24	-4.74	-2.86	-2.86	6.92	7.28	7.58	7.58	-0.61	-0.43	-0.09	-0.09	-0.44
B & W DSCT	-19.05	-12.30	-7.21	-7.21	9.57	10.05	10.45	10.45	-1.84	-1.51	-0.62	-0.62	-0.59
B & W BRND DSCT	-17.95	-10.84	-6.60	-6.60	8.47	8.90	9.25	9.25	-1.49	-1.17	-0.48	-0.48	-0.53
B & W PL	-26.57	-22.18	-11.65	-11.65	1.10	1.15	1.19	1.19	-0.35	-0.34	-0.13	-0.13	-0.06
LORILLARD	0.51	8.88	5.44	5.44	8.04	8.14	8.02	8.02	0.32	0.60	0.55	0.55	-0.01
LOR PREM	0.09	8.23	5.03	5.03	7.69	7.74	7.64	7.64	0.27	0.52	0.49	0.49	-0.01
LOR DSCT	10.93	23.44	14.57	14.57	0.34	0.39	0.37	0.37	0.04	0.07	0.05	0.05	0.01
LIGGETT	7.59	-4.61	-7.03	-7.03	3.19	2.19	2.19	2.19	0.33	-0.13	-0.12	-0.12	-0.07
LIG PREM	11.16	-5.50	-7.60	-7.60	0.79	0.56	0.54	0.54	0.10	-0.04	-0.03	-0.03	0.01
LIG DSCT	6.46	-4.30	-6.84	-6.84	2.39	1.63	1.64	1.64	0.22	-0.09	-0.09	-0.09	-0.08
LIG BRND DSCT	-2.54	-9.01	-17.79	-17.79	0.71	0.57	0.62	0.62	0.01	-0.06	-0.12	-0.12	-0.03
LIG PL	10.81	-1.60	1.24	1.24	1.68	1.06	1.03	1.03	0.22	-0.03	0.03	0.03	-0.05
A/O CO.	-3.42	0.94	-1.71	-1.71	0.02	0.02	0.02	0.02	0.00	0.00	0.00	0.00	0.00

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MSA MONTHLY DATA - 1MM SHARE OF MARKET
COMPANY PERFORMANCE
TOTAL UNITED STATES
DECEMBER 1995

	<u>DEC</u> <u>1994</u>	<u>JAN</u> <u>1995</u>	<u>FEB</u> <u>1995</u>	<u>MAR</u> <u>1995</u>	<u>APR</u> <u>1995</u>	<u>MAY</u> <u>1995</u>	<u>JUN</u> <u>1995</u>	<u>JUL</u> <u>1995</u>	<u>AUG</u> <u>1995</u>	<u>SEP</u> <u>1995</u>	<u>OCT</u> <u>1995</u>	<u>NOV</u> <u>1995</u>	<u>DEC</u> <u>1995</u>	<u>1MM SH</u> <u>CHANGE</u>
PHILIP MORRIS	44.46	45.83	45.83	46.18	46.79	46.92	43.58	45.53	45.88	45.31	47.71	46.23	47.25	1.02
PM PREM	36.86	37.81	37.22	38.25	38.97	38.62	36.14	37.73	37.60	37.40	39.79	38.18	39.44	1.27
PM DSCT	7.60	8.02	8.61	7.93	7.81	8.30	7.44	7.81	8.27	7.92	7.91	8.06	7.81	-0.24
PM BRND DSCT	6.46	6.77	7.38	6.61	6.48	7.12	6.35	6.68	7.20	6.69	6.91	7.11	6.75	-0.36
PM PL	1.15	1.25	1.23	1.31	1.33	1.18	1.10	1.13	1.08	1.22	1.00	0.95	1.06	0.12
R. J. REYNOLDS	26.01	25.95	26.13	25.07	25.15	25.43	27.54	25.97	25.43	25.51	24.88	25.88	25.01	-0.86
RJR PREM	16.04	15.92	15.99	15.62	15.13	15.56	17.93	16.33	16.04	16.27	15.77	16.23	15.93	-0.30
RJR DSCT	9.97	10.03	10.15	9.45	10.02	9.87	9.61	9.63	9.39	9.24	9.11	9.65	9.08	-0.56
RJR BRND DSCT	7.85	7.82	7.79	7.21	7.70	7.63	7.23	7.33	7.11	6.88	6.96	7.53	7.07	-0.46
RJR PL	2.12	2.21	2.36	2.23	2.32	2.24	2.38	2.30	2.28	2.36	2.15	2.12	2.01	-0.10
B & W (INCL ATCO)	18.93	18.77	18.00	18.68	18.05	17.82	18.08	17.95	18.71	18.34	17.63	17.85	16.49	-1.36
B & W PREM	7.53	8.24	7.61	7.51	7.69	7.47	7.60	7.69	7.60	7.88	7.34	7.56	6.92	-0.64
B & W DSCT	11.40	10.53	10.39	11.17	10.36	10.35	10.48	10.26	11.11	10.46	10.29	10.29	9.57	-0.73
B & W BRND DSCT	9.96	9.13	9.21	9.87	9.27	9.32	9.22	9.09	9.90	9.21	9.13	9.09	8.47	-0.63
B & W PL	1.45	1.40	1.18	1.30	1.09	1.03	1.26	1.17	1.21	1.25	1.16	1.20	1.10	-0.10
LORILLARD	7.72	7.87	7.87	7.77	7.81	7.66	8.36	8.14	8.14	8.16	8.21	8.16	8.04	-0.12
LOR PREM	7.42	7.50	7.52	7.42	7.44	7.31	7.99	7.76	7.75	7.76	7.80	7.73	7.69	-0.04
LOR DSCT	0.30	0.36	0.35	0.34	0.37	0.35	0.38	0.38	0.39	0.39	0.41	0.43	0.34	-0.09
LIGGETT	2.86	1.57	2.14	2.29	2.18	2.15	2.42	2.39	1.82	2.66	1.56	1.86	3.19	1.33
LIG PREM	0.69	0.41	0.54	0.56	0.49	0.59	0.55	0.59	0.44	0.64	0.42	0.48	0.79	0.31
LIG DSCT	2.17	1.16	1.60	1.73	1.69	1.56	1.86	1.80	1.38	2.02	1.14	1.38	2.39	1.01
LIG BRND DSCT	0.71	0.56	0.74	0.70	0.62	0.62	0.68	0.63	0.52	0.64	0.51	0.47	0.71	0.24
LIG PL	1.46	0.60	0.87	1.03	1.08	0.95	1.18	1.16	0.86	1.38	0.62	0.91	1.68	0.77
A/O CO.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00

MSA MONTHLY DATA - 1MM VOLUME (000000)
 COMPANY PERFORMANCE
 TOTAL UNITED STATES
 DECEMBER 1995

	<u>DEC</u> <u>1994</u>	<u>JAN</u> <u>1995</u>	<u>FEB</u> <u>1995</u>	<u>MAR</u> <u>1995</u>	<u>APR</u> <u>1995</u>	<u>MAY</u> <u>1995</u>	<u>JUN</u> <u>1995</u>	<u>JUL</u> <u>1995</u>	<u>AUG</u> <u>1995</u>	<u>SEP</u> <u>1995</u>	<u>OCT</u> <u>1995</u>	<u>NOV</u> <u>1995</u>	<u>DEC</u> <u>1995</u>
PHILIP MORRIS	18,408	15,261	16,184	19,085	17,417	21,866	18,827	17,911	20,880	17,260	20,001	18,218	18,883
PM PREM	15,261	12,590	13,144	15,810	14,509	17,996	15,611	14,841	17,114	14,245	16,684	15,044	15,761
PM DSCT	3,147	2,671	3,040	3,275	2,908	3,869	3,216	3,070	3,766	3,016	3,317	3,174	3,122
PM BRND DSCT	2,673	2,255	2,606	2,733	2,413	3,318	2,741	2,626	3,276	2,550	2,896	2,801	2,697
PM PL	475	415	435	543	495	551	474	444	490	466	421	373	425
R. J. REYNOLDS	10,767	8,642	9,228	10,360	9,363	11,849	11,898	10,215	11,575	9,717	10,430	10,198	9,996
RJR PREM	6,639	5,301	5,645	6,456	5,632	7,250	7,746	6,426	7,300	6,198	6,612	6,397	6,367
RJR DSCT	4,128	3,341	3,583	3,904	3,731	4,599	4,152	3,789	4,274	3,519	3,818	3,801	3,629
RJR BRND DSCT	3,251	2,604	2,750	2,981	2,867	3,554	3,122	2,884	3,238	2,620	2,918	2,967	2,824
RJR PL	876	737	834	923	864	1,045	1,030	906	1,037	899	900	834	805
B & W (INCL ATCO)	7,839	6,249	6,357	7,719	6,721	8,302	7,809	7,062	8,516	6,987	7,391	7,035	6,589
B & W PREM	3,117	2,743	2,689	3,104	2,864	3,479	3,281	3,026	3,457	3,002	3,079	2,979	2,767
B & W DSCT	4,722	3,506	3,668	4,615	3,857	4,823	4,528	4,036	5,058	3,985	4,313	4,056	3,822
B & W BRND DSCT	4,123	3,040	3,253	4,078	3,450	4,343	3,982	3,576	4,508	3,508	3,827	3,584	3,383
B & W PL	598	467	416	536	407	480	546	460	550	477	486	472	439
LORILLARD	3,195	2,619	2,779	3,210	2,906	3,570	3,613	3,202	3,706	3,107	3,443	3,215	3,212
LOR PREM	3,072	2,499	2,655	3,068	2,770	3,406	3,451	3,051	3,529	2,957	3,272	3,046	3,074
LOR DSCT	124	120	124	142	136	164	163	151	177	150	171	169	137
LIGGETT	1,183	521	757	948	813	1,002	1,044	939	828	1,013	652	733	1,273
LIG PREM	284	137	191	231	183	275	238	233	200	244	177	188	316
LIG DSCT	899	385	566	717	630	728	806	706	629	769	476	545	957
LIG BRND DSCT	293	186	260	291	230	287	295	248	238	245	214	186	286
LIG PL	606	198	307	426	400	440	511	458	391	524	262	359	671
A/O CO.	8	7	7	8	7	9	9	8	9	8	8	8	8

MSA SHIPMENT DATA
TOTAL UNITED STATES
DECEMBER 1995

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO				SHR CHG VS 3MAGO
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	
INDUSTRY	-3.48	0.91	-1.73	-1.73	100.00	100.00	100.00	100.00	0.00	0.00	0.00	0.00	0.00
PREMIUM	-0.31	5.28	1.89	1.89	70.80	70.73	69.96	69.96	2.25	2.94	2.49	2.49	0.90
DISCOUNT	-10.38	-8.30	-9.25	-9.25	29.20	29.27	30.04	30.04	-2.25	-2.94	-2.49	-2.49	-0.90
PHILIP MORRIS	2.58	4.30	1.09	1.09	47.25	47.08	46.09	46.09	2.79	1.53	1.29	1.29	1.49
PM SHR OF PREM	3.28	6.99	3.51	3.51	55.71	55.36	54.47	54.47	1.94	0.88	0.85	0.85	1.54
PM SHR OF DSCT	-0.81	-7.23	-9.05	-9.05	26.76	27.07	26.59	26.59	2.58	0.31	0.06	0.06	0.52
PM SHR OF BRND DSCT	0.90	-4.41	-5.86	-5.86	28.91	28.88	28.00	28.00	3.37	0.92	0.78	0.78	0.71
PM SHR OF PL	-10.45	-22.88	-24.31	-24.31	18.17	18.92	20.47	20.47	-0.42	-2.69	-3.20	-3.20	-0.80
MARLBORO	4.07	8.71	5.17	5.17	31.29	31.31	30.10	30.10	2.27	2.25	1.98	1.98	1.65
RED	-1.81	4.07	1.55	1.55	11.31	11.49	11.27	11.27	0.19	0.35	0.36	0.36	0.37
MEDIUM	5.23	10.09	5.72	5.72	1.48	1.52	1.49	1.49	0.12	0.13	0.11	0.11	0.05
LIGHTS (NM)	5.61	10.79	7.48	7.48	14.44	14.48	13.80	13.80	1.24	1.29	1.18	1.18	0.83
MENTHOL	43.36	35.13	21.05	21.05	1.28	1.14	0.98	0.98	0.42	0.29	0.18	0.18	0.21
PM OTHER PREM	0.37	0.65	-2.29	-2.29	8.16	7.84	8.00	8.00	0.31	-0.02	-0.05	-0.05	-0.08
BENSON & HEDGES	1.24	1.72	-5.49	-5.49	2.41	2.32	2.34	2.34	0.11	0.02	-0.09	-0.09	0.03
MERIT	-1.77	-0.60	-2.11	-2.11	2.41	2.32	2.38	2.38	0.04	-0.04	-0.01	-0.01	0.01
VIRGINIA SLIMS	-0.35	-0.96	-0.67	-0.67	2.43	2.31	2.40	2.40	0.08	-0.04	0.03	0.03	-0.10
PARLIAMENT	8.15	8.59	4.75	4.75	0.73	0.71	0.70	0.70	0.08	0.05	0.04	0.04	-0.02
SARATOGA	0.09	-2.78	-6.63	-6.63	0.11	0.10	0.11	0.11	0.00	0.00	-0.01	-0.01	0.00
CAMBRIDGE	12.59	-12.55	-11.31	-11.31	1.70	1.53	1.55	1.55	0.24	-0.23	-0.17	-0.17	-0.10
ALPINE	-13.79	-14.09	-15.71	-15.71	0.27	0.27	0.29	0.29	-0.03	-0.05	-0.05	-0.05	-0.02
BRISTOL	-26.47	-26.11	-31.56	-31.56	0.10	0.11	0.12	0.12	-0.03	-0.04	-0.05	-0.05	-0.01
BASIC	-0.75	0.25	-1.68	-1.68	4.53	4.87	4.71	4.71	0.12	-0.03	0.00	0.00	0.17
PM PRIVATE LABEL	-10.45	-22.88	-24.31	-24.31	1.06	1.01	1.15	1.15	-0.08	-0.31	-0.34	-0.34	-0.13
R. J. REYNOLDS	-7.16	0.70	-5.43	-5.43	25.01	25.25	25.66	25.66	-0.99	-0.05	-1.00	-1.00	-0.38
RJR SHR OF PREM	-4.10	5.25	-0.57	-0.57	22.50	22.59	22.97	22.97	-0.89	-0.01	-0.57	-0.57	-0.62
RJR SHR OF DSCT	-12.08	-6.28	-12.59	-12.59	31.11	31.68	31.92	31.92	-0.60	0.68	-1.22	-1.22	0.46
B & W (INCL ATCO)	-15.94	-9.28	-5.43	-5.43	16.49	17.33	18.02	18.02	-2.45	-1.95	-0.70	-0.70	-1.03
B & W SHR OF PREM	-11.24	-4.74	-2.86	-2.86	9.78	10.29	10.83	10.83	-1.20	-1.08	-0.53	-0.53	-0.76
B & W SHR OF DSCT	-19.05	-12.30	-7.21	-7.21	32.76	34.33	34.77	34.77	-3.51	-1.57	0.76	0.76	-0.93
LORILLARD	0.51	8.88	5.44	5.44	8.04	8.14	8.02	8.02	0.32	0.60	0.55	0.55	-0.01
LOR SHR OF PREM	0.09	8.23	5.03	5.03	10.87	10.95	10.93	10.93	0.04	0.30	0.33	0.33	-0.16
LOR SHR OF DSCT	10.93	23.44	14.57	14.57	1.18	1.34	1.25	1.25	0.23	0.35	0.26	0.26	0.06
LIGGETT GROUP	7.59	-4.61	-7.03	-7.03	3.19	2.19	2.19	2.19	0.33	-0.13	-0.12	-0.12	-0.07
LIG SHR OF PREM	11.16	-5.50	-7.60	-7.60	1.12	0.79	0.78	0.78	0.12	-0.09	-0.08	-0.08	0.01
LIG SHR OF DSCT	6.46	-4.30	-6.84	-6.84	8.20	5.57	5.47	5.47	1.30	0.23	0.14	0.14	-0.10

MSA MONTHLY DATA - 1MM SHR OF MARKET
TOTAL UNITED STATES
DECEMBER 1995

	DEC 1994	JAN 1995	FEB 1995	MAR 1995	APR 1995	MAY 1995	JUN 1995	JUL 1995	AUG 1995	SEP 1995	OCT 1995	NOV 1995	DEC 1995	1MM SH CHANGE
INDUSTRY	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	0.00
PREMIUM	68.55	69.90	68.90	69.39	69.75	69.56	70.22	70.12	69.45	69.97	71.15	70.20	70.80	0.61
DISCOUNT	31.45	30.10	31.10	30.61	30.25	30.44	29.78	29.88	30.55	30.03	28.85	29.80	29.20	-0.61
PHILIP MORRIS	44.46	45.83	45.83	46.18	46.79	46.92	43.58	45.53	45.88	45.31	47.71	46.23	47.25	1.02
PM SHR OF PREM	53.77	54.09	54.02	55.13	55.88	55.52	51.46	53.80	54.14	53.44	55.93	54.38	55.71	1.32
PM SHR OF DSCT	24.18	26.65	27.68	25.89	25.82	27.28	25.00	26.13	27.09	26.36	27.43	27.03	26.76	-0.27
PM SHR OF BRND DSCT	25.54	27.48	28.98	26.72	26.53	28.44	26.61	27.69	28.65	28.11	28.89	28.86	28.91	0.06
PM SHR OF PL	18.59	22.85	21.84	22.36	22.86	21.90	18.52	19.59	19.86	19.69	20.36	18.31	18.17	-0.14
MARLBORO	29.02	29.30	29.22	30.25	30.98	30.52	27.99	29.60	29.86	29.49	32.20	30.40	31.29	0.89
RED	11.12	11.14	11.10	11.41	11.73	11.49	10.54	11.13	11.25	10.97	11.93	11.21	11.31	0.10
MEDIUM	1.36	1.42	1.45	1.49	1.57	1.42	1.58	1.52	1.50	1.40	1.64	1.43	1.48	0.05
LIGHTS (NM)	13.20	13.33	13.43	13.94	14.23	13.90	12.39	13.62	13.76	13.58	14.94	14.04	14.44	0.40
MENTHOL	0.86	0.86	0.82	0.90	0.92	1.02	0.95	0.93	0.91	0.96	1.10	1.04	1.28	0.24
PM OTHER PREM	7.84	8.51	8.01	8.00	7.99	8.10	8.15	8.13	7.75	7.91	7.60	7.78	8.16	0.38
BENSON & HEDGES	2.29	2.51	2.37	2.36	2.36	2.33	2.33	2.32	2.24	2.32	2.26	2.29	2.41	0.11
MERIT	2.37	2.55	2.35	2.36	2.38	2.48	2.50	2.39	2.22	2.34	2.26	2.30	2.41	0.11
VIRGINIA SLIMS	2.36	2.52	2.43	2.41	2.43	2.47	2.39	2.50	2.37	2.38	2.22	2.29	2.43	0.15
PARLIAMENT	0.65	0.71	0.67	0.68	0.64	0.65	0.75	0.74	0.74	0.69	0.68	0.71	0.73	0.01
SARATOGA	0.10	0.12	0.11	0.10	0.11	0.10	0.10	0.11	0.10	0.10	0.10	0.10	0.11	0.00
CAMBRIDGE	1.45	1.80	1.53	1.51	1.55	1.52	1.36	1.70	1.77	1.36	1.38	1.51	1.70	0.19
ALPINE	0.30	0.33	0.34	0.30	0.30	0.30	0.28	0.31	0.28	0.29	0.27	0.27	0.27	0.00
BRISTOL	0.13	0.16	0.15	0.13	0.14	0.13	0.12	0.11	0.12	0.11	0.11	0.11	0.10	0.00
BASIC	4.41	4.29	5.20	4.50	4.33	5.02	4.44	4.39	4.88	4.79	4.99	5.07	4.53	-0.54
PM PRIVATE LABEL	1.15	1.25	1.23	1.31	1.33	1.18	1.10	1.13	1.08	1.22	1.00	0.95	1.06	0.12
R. J. REYNOLDS	26.01	25.95	26.13	25.07	25.15	25.43	27.54	25.97	25.43	25.51	24.88	25.88	25.01	-0.86
RJR SHR OF PREM	23.39	22.78	23.20	22.51	21.69	22.37	25.53	23.29	23.09	23.25	22.16	23.12	22.50	-0.62
RJR SHR OF DSCT	31.71	33.33	32.63	30.85	33.13	32.43	32.27	32.24	30.74	30.77	31.57	32.37	31.11	-1.26
B & W (INCL ATCO)	18.93	18.77	18.00	18.68	18.05	17.82	18.08	17.95	18.71	18.34	17.63	17.85	16.49	-1.36
B & W SHR OF PREM	10.98	11.78	11.05	10.82	11.03	10.73	10.82	10.97	10.94	11.26	10.32	10.77	9.78	-0.99
B & W SHR OF DSCT	36.27	34.98	33.40	36.47	34.25	34.01	35.20	34.34	36.38	34.84	35.66	34.53	32.76	-1.77
LORILLARD	7.72	7.87	7.87	7.77	7.81	7.66	8.36	8.14	8.14	8.16	8.21	8.16	8.04	-0.12
LOR SHR OF PREM	10.82	10.74	10.91	10.70	10.67	10.51	11.37	11.06	11.17	11.09	10.97	11.01	10.87	-0.15
LOR SHR OF DSCT	0.95	1.20	1.13	1.12	1.21	1.15	1.26	1.28	1.27	1.31	1.41	1.44	1.18	-0.26
LIGGETT	2.86	1.57	2.14	2.29	2.18	2.15	2.42	2.39	1.82	2.66	1.56	1.86	3.19	1.33
LIG SHR OF PREM	1.00	0.59	0.79	0.81	0.71	0.85	0.79	0.85	0.63	0.92	0.59	0.68	1.12	0.44
LIG SHR OF DSCT	6.90	3.84	5.16	5.66	5.59	5.13	6.26	6.01	4.52	6.72	3.93	4.64	8.20	3.56

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	DEC 1994	JAN 1995	FEB 1995	MAR 1995	APR 1995	MAY 1995	JUN 1995	JUL 1995	AUG 1995	SEP 1995	OCT 1995	NOV 1995	DEC 1995
INDUSTRY	41,401	33,299	35,312	41,330	37,227	46,597	43,200	39,338	45,514	38,092	41,926	39,407	39,961
PREMIUM	28,381	23,276	24,331	28,677	25,966	32,414	30,336	27,585	31,610	26,654	29,831	27,662	28,293
DISCOUNT	13,019	10,023	10,982	12,653	11,262	14,183	12,863	11,753	13,904	11,438	12,095	11,745	11,668
PHILIP MORRIS	18,408	15,261	16,184	19,085	17,417	21,866	18,827	17,911	20,880	17,260	20,001	18,218	18,883
PM SHR OF PREM	15,261	12,590	13,144	15,810	14,509	17,996	15,611	14,841	17,114	14,245	16,684	15,044	15,761
PM SHR OF DSCT	3,147	2,671	3,040	3,275	2,908	3,869	3,216	3,070	3,766	3,016	3,317	3,174	3,122
PM SHR OF BRND DSCT	2,673	2,255	2,606	2,733	2,413	3,318	2,741	2,626	3,276	2,550	2,896	2,801	2,697
PM SHR OF PL	475	415	435	543	495	551	474	444	490	466	421	373	425
MARLBORO	12,014	9,757	10,317	12,502	11,533	14,220	12,091	11,644	13,589	11,232	13,499	11,980	12,502
RED	4,605	3,711	3,919	4,714	4,368	5,352	4,551	4,378	5,119	4,180	5,000	4,418	4,521
MEDIUM	563	474	512	615	584	659	681	599	682	534	688	565	592
LIGHTS (NM)	5,465	4,437	4,741	5,760	5,298	6,476	5,353	5,356	6,262	5,172	6,262	5,533	5,771
MENTHOL	356	287	288	372	343	475	411	366	412	365	463	410	510
PM OTHER PREM	3,247	2,833	2,827	3,308	2,976	3,776	3,520	3,198	3,526	3,012	3,184	3,064	3,259
BENSON & HEDGES	950	835	838	977	877	1,085	1,005	911	1,021	882	948	904	962
MERIT	980	851	829	977	887	1,157	1,078	941	1,012	891	946	907	963
VIRGINIA SLIMS	975	840	859	997	905	1,150	1,033	982	1,078	906	932	900	972
PARLIAMENT	269	235	235	280	239	301	325	292	335	263	287	281	291
SARATOGA	42	39	38	43	40	48	45	42	46	40	41	41	42
CAMBRIDGE	602	598	540	624	579	710	587	669	806	518	578	594	678
ALPINE	124	109	120	126	113	142	120	120	127	111	114	105	107
BRISTOL	55	52	51	54	51	62	51	44	53	42	46	42	40
BASIC	1,825	1,429	1,835	1,858	1,611	2,337	1,918	1,727	2,220	1,823	2,094	1,999	1,812
PM PRIVATE LABEL	475	415	435	543	495	551	474	444	490	466	421	373	425
R. J. REYNOLDS	10,767	8,642	9,228	10,360	9,363	11,849	11,898	10,215	11,575	9,717	10,430	10,198	9,996
RJR SHR OF PREM	6,639	5,301	5,645	6,456	5,632	7,250	7,746	6,426	7,300	6,198	6,612	6,397	6,367
RJR SHR OF DSCT	4,128	3,341	3,583	3,904	3,731	4,599	4,152	3,789	4,274	3,519	3,818	3,801	3,629
B & W (INCL ATCO)	7,839	6,249	6,357	7,719	6,721	8,302	7,809	7,062	8,516	6,987	7,391	7,035	6,589
B & W SHR OF PREM	3,117	2,743	2,689	3,104	2,864	3,479	3,281	3,026	3,457	3,002	3,079	2,979	2,767
B & W SHR OF DSCT	4,722	3,506	3,668	4,615	3,857	4,823	4,528	4,036	5,058	3,985	4,313	4,056	3,822
LORILLARD	3,195	2,619	2,779	3,210	2,906	3,570	3,613	3,202	3,706	3,107	3,443	3,215	3,212
LOR SHR OF PREM	3,072	2,499	2,655	3,068	2,770	3,406	3,451	3,051	3,529	2,957	3,272	3,046	3,074
LOR SHR OF DSCT	124	120	124	142	136	164	163	151	177	150	171	169	137
LIGGETT	1,183	521	757	948	813	1,002	1,044	939	828	1,013	652	733	1,273
LIG SHR OF PREM	284	137	191	231	183	275	238	233	200	244	177	188	316
LIG SHR OF DSCT	899	385	566	717	630	728	806	706	629	769	476	545	957

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	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO				SHR CHG VS 3MAGO
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	3MM
PM PL	-10.45	-22.88	-24.31	-24.31	1.06	1.01	1.15	1.15	-0.08	-0.31	-0.34	-0.34	-0.13
RJR PL	-8.17	-3.43	-11.31	-11.31	2.01	2.09	2.25	2.25	-0.10	-0.09	-0.24	-0.24	-0.22
B & W PL	-26.57	-22.18	-11.65	-11.65	1.10	1.15	1.19	1.19	-0.35	-0.34	-0.13	-0.13	-0.06
LIG PL	10.81	-1.60	1.24	1.24	1.68	1.06	1.03	1.03	0.22	-0.03	0.03	0.03	-0.05
TOTAL PL	-8.40	-11.90	-12.47	-12.47	5.86	5.32	5.62	5.62	-0.31	-0.77	-0.69	-0.69	-0.46
PM SHR OF PL	-10.45	-22.88	-24.31	-24.31	18.17	18.92	20.47	20.47	-0.42	-2.69	-3.20	-3.20	-0.80
RJR SHR OF PL	-8.17	-3.43	-11.31	-11.31	34.38	39.38	40.01	40.01	0.09	3.46	0.53	0.53	-0.62
B & W SHR OF PL	-26.57	-22.18	-11.65	-11.65	18.77	21.67	21.22	21.22	-4.64	-2.86	0.20	0.20	0.73
LIG SHR OF PL	10.81	-1.60	1.24	1.24	28.67	20.03	18.30	18.30	4.97	2.10	2.48	2.48	0.70
BASIC	-0.75	0.25	-1.68	-1.68	4.53	4.87	4.71	4.71	0.12	-0.03	0.00	0.00	0.17
BEST VALUE	-50.34	-50.80	-51.13	-51.13	0.33	0.35	0.46	0.46	-0.31	-0.37	-0.46	-0.46	-0.05
MONARCH	-49.99	-50.03	-51.11	-51.11	0.72	0.73	0.91	0.91	-0.67	-0.74	-0.92	-0.92	-0.11
GPC	-7.90	1.77	5.05	5.05	5.33	5.64	5.84	5.84	-0.26	0.05	0.38	0.38	-0.33
RALEIGH EXTRA	-43.20	-41.75	-52.50	-52.50	0.13	0.14	0.17	0.17	-0.09	-0.10	-0.18	-0.18	-0.02
DORAL	1.71	12.25	9.64	9.64	5.80	5.88	5.72	5.72	0.30	0.59	0.59	0.59	0.24
CAMBRIDGE	12.59	-12.55	-11.31	-11.31	1.70	1.53	1.55	1.55	0.24	-0.23	-0.17	-0.17	-0.10
MONTCLAIR	-56.82	-53.20	-38.08	-38.08	0.85	0.91	1.04	1.04	-1.05	-1.06	-0.61	-0.61	-0.11
VICEROY	-15.57	-11.62	-16.69	-16.69	0.74	0.76	0.81	0.81	-0.11	-0.11	-0.15	-0.15	-0.04
MISTY	4.40	13.44	14.77	14.77	1.36	1.39	1.32	1.32	0.10	0.15	0.19	0.19	-0.01
PYRAMID	22.84	-0.30	-4.92	-4.92	0.40	0.29	0.32	0.32	0.09	0.00	-0.01	-0.01	-0.02
ALPINE	-13.79	-14.09	-15.71	-15.71	0.27	0.27	0.29	0.29	-0.03	-0.05	-0.05	-0.05	-0.02
OLD GOLD	12.33	25.04	15.74	15.74	0.34	0.39	0.37	0.37	0.05	0.08	0.06	0.06	0.01
STERLING	-44.46	-43.78	-51.34	-51.34	0.06	0.07	0.08	0.08	-0.05	-0.05	-0.08	-0.08	-0.01
BRISTOL	-26.47	-26.11	-31.56	-31.56	0.10	0.11	0.12	0.12	-0.03	-0.04	-0.05	-0.05	-0.01
MAGNA	-43.78	-41.49	-50.39	-50.39	0.05	0.05	0.06	0.06	-0.03	-0.03	-0.06	-0.06	-0.01
RICHLAND 20/25	-39.51	-38.45	-46.56	-46.56	0.02	0.02	0.03	0.03	-0.01	-0.01	-0.02	-0.02	0.00
RIVIERA	-72.39	-69.33	-68.69	-68.69	0.01	0.01	0.01	0.01	-0.02	-0.02	-0.03	-0.03	0.00
COVINGTON	24.49	-17.91	-54.46	-54.46	0.02	0.01	0.02	0.02	0.00	0.00	-0.02	-0.02	0.00
AMERICAN	-68.00	-70.16	-54.55	-54.55	0.02	0.02	0.02	0.02	-0.03	-0.04	-0.03	-0.03	0.00
BUCKS	-31.55	-29.60	-34.36	-34.36	0.01	0.02	0.02	0.02	-0.01	-0.01	-0.01	-0.01	0.00
A/O BRND DSCT	-22.43	-19.86	-25.68	-25.68	0.55	0.52	0.55	0.55	-0.13	-0.13	-0.18	-0.18	-0.01
TOT BRND DSCT	-10.87	-7.45	-8.47	-8.47	23.34	23.96	24.43	24.43	-1.94	-2.17	-1.80	-1.80	-0.44
BASIC SHR OF DSCT	-0.75	0.25	-1.68	-1.68	15.53	16.63	15.68	15.68	1.51	1.42	1.21	1.21	1.07
TOT DSCT CATEGORY	-10.38	-8.30	-9.25	-9.25	29.20	29.27	30.04	30.04	-2.25	-2.94	-2.49	-2.49	-0.90

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	DEC 1994	JAN 1995	FEB 1995	MAR 1995	APR 1995	MAY 1995	JUN 1995	JUL 1995	AUG 1995	SEP 1995	OCT 1995	NOV 1995	DEC 1995	1MM SH CHANGE
PM PL	1.15	1.25	1.23	1.31	1.33	1.18	1.10	1.13	1.08	1.22	1.00	0.95	1.06	0.12
RJR PL	2.12	2.21	2.36	2.23	2.32	2.24	2.38	2.30	2.28	2.36	2.15	2.12	2.01	-0.10
B & W PL	1.45	1.40	1.18	1.30	1.09	1.03	1.26	1.17	1.21	1.25	1.16	1.20	1.10	-0.10
LIG PL	1.46	0.60	0.87	1.03	1.08	0.95	1.18	1.16	0.86	1.38	0.62	0.91	1.68	0.77
TOTAL PL	6.17	5.46	5.64	5.87	5.82	5.40	5.93	5.77	5.42	6.21	4.94	5.17	5.86	0.69
PM SHR OF PL	18.59	22.85	21.84	22.36	22.86	21.90	18.52	19.59	19.86	19.69	20.36	18.31	18.17	-0.14
RJR SHR OF PL	34.30	40.54	41.88	38.03	39.89	41.54	40.22	39.94	42.00	37.99	43.51	40.93	34.38	-6.55
B & W SHR OF PL	23.41	25.68	20.88	22.08	18.77	19.06	21.31	20.29	22.30	20.16	23.49	23.15	18.77	-4.38
LIG SHR OF PL	23.70	10.92	15.41	17.53	18.48	17.50	19.94	20.18	15.84	22.16	12.64	17.60	28.67	11.08
BASIC	4.41	4.29	5.20	4.50	4.33	5.02	4.44	4.39	4.88	4.79	4.99	5.07	4.53	-0.54
BEST VALUE	0.64	0.67	0.60	0.55	0.54	0.47	0.46	0.43	0.38	0.39	0.36	0.35	0.33	-0.02
MONARCH	1.39	1.13	1.11	1.08	1.05	0.92	0.98	0.87	0.83	0.82	0.73	0.73	0.72	-0.01
GPC	5.59	5.79	5.88	5.82	5.81	6.15	5.77	5.65	6.35	5.84	5.79	5.79	5.33	-0.46
RALEIGH EXTRA	0.22	0.21	0.19	0.19	0.19	0.17	0.17	0.17	0.15	0.15	0.14	0.14	0.13	-0.01
DORAL	5.50	5.71	5.79	5.31	5.83	5.98	5.53	5.79	5.67	5.43	5.64	6.22	5.80	-0.43
CAMBRIDGE	1.45	1.80	1.53	1.51	1.55	1.52	1.36	1.70	1.77	1.36	1.38	1.51	1.70	0.19
MONTCLAIR	1.90	1.05	0.97	1.65	1.02	0.94	1.02	0.99	1.13	0.93	0.99	0.89	0.85	-0.04
VICEROY	0.85	0.88	0.84	0.83	0.81	0.79	0.85	0.83	0.79	0.81	0.78	0.78	0.74	-0.04
MISTY	1.26	1.04	1.20	1.28	1.34	1.20	1.33	1.38	1.41	1.41	1.37	1.44	1.36	-0.07
PYRAMID	0.31	0.27	0.40	0.35	0.35	0.35	0.30	0.37	0.25	0.33	0.24	0.24	0.40	0.16
ALPINE	0.30	0.33	0.34	0.30	0.30	0.30	0.28	0.31	0.28	0.29	0.27	0.27	0.27	0.00
OLD GOLD	0.29	0.36	0.35	0.34	0.36	0.35	0.38	0.38	0.39	0.39	0.41	0.43	0.34	-0.09
STERLING	0.11	0.11	0.10	0.10	0.09	0.09	0.08	0.08	0.07	0.07	0.07	0.07	0.06	0.00
BRISTOL	0.13	0.16	0.15	0.13	0.14	0.13	0.12	0.11	0.12	0.11	0.11	0.11	0.10	0.00
MAGNA	0.08	0.08	0.07	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.00
RICHLAND 20/25	0.03	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.02	0.03	0.02	0.02	0.02	0.00
RIVIERA	0.03	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00
COVINGTON	0.01	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01
AMERICAN	0.05	0.05	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00
BUCKS	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.00
A/O BRND DSCT	0.68	0.62	0.62	0.63	0.53	0.50	0.62	0.50	0.51	0.56	0.52	0.48	0.55	0.07
TOT BRND DSCT	25.28	24.64	25.46	24.74	24.43	25.04	23.85	24.11	25.13	23.82	23.91	24.63	23.34	-1.29
BASIC SHR OF DSCT	14.02	14.26	16.71	14.68	14.30	16.48	14.91	14.70	15.96	15.94	17.31	17.02	15.53	-1.49
TOT DSCT CATEGORY	31.45	30.10	31.10	30.61	30.25	30.44	29.78	29.88	30.55	30.03	28.85	29.80	29.20	-0.61

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	DEC 1994	JAN 1995	FEB 1995	MAR 1995	APR 1995	MAY 1995	JUN 1995	JUL 1995	AUG 1995	SEP 1995	OCT 1995	NOV 1995	DEC 1995
PM PL	475	415	435	543	495	551	474	444	490	466	421	373	425
RJR PL	876	737	834	923	864	1,045	1,030	906	1,037	899	900	834	805
B & W PL	598	467	416	536	407	480	546	460	550	477	486	472	439
LIG PL	606	198	307	426	400	440	511	458	391	524	262	359	671
TOTAL PL	2,555	1,817	1,990	2,428	2,167	2,516	2,561	2,268	2,468	2,366	2,069	2,038	2,341
PM SHR OF PL	475	415	435	543	495	551	474	444	490	466	421	373	425
RJR SHR OF PL	876	737	834	923	864	1,045	1,030	906	1,037	899	900	834	805
B & W SHR OF PL	598	467	416	536	407	480	546	460	550	477	486	472	439
LIG SHR OF PL	606	198	307	426	400	440	511	458	391	524	262	359	671
BASIC	1,825	1,429	1,835	1,858	1,611	2,337	1,918	1,727	2,220	1,823	2,094	1,999	1,812
BEST VALUE	266	224	212	226	201	220	200	169	174	149	151	140	132
MONARCH	578	377	391	446	393	430	424	344	379	310	307	288	289
GPC	2,312	1,928	2,077	2,406	2,165	2,867	2,491	2,223	2,892	2,224	2,426	2,280	2,130
RALEIGH EXTRA	90	71	68	79	69	78	75	66	69	58	59	55	51
DORAL	2,278	1,900	2,044	2,194	2,172	2,784	2,388	2,276	2,583	2,070	2,363	2,453	2,317
CAMBRIDGE	602	598	540	624	579	710	587	669	806	518	578	594	678
MONTCLAIR	788	350	344	682	380	436	443	391	517	353	415	352	340
VICEROY	350	294	296	343	303	369	366	325	360	308	326	307	295
MISTY	521	348	425	528	498	559	574	545	643	538	575	566	544
PYRAMID	129	89	141	144	129	163	129	147	116	125	102	95	159
ALPINE	124	109	120	126	113	142	120	120	127	111	114	105	107
OLD GOLD	122	120	124	142	136	164	163	151	177	150	171	169	137
STERLING	46	38	37	40	35	41	36	31	32	27	29	26	26
BRISTOL	55	52	51	54	51	62	51	44	53	42	46	42	40
MAGNA	32	26	25	28	25	29	26	23	23	20	21	19	18
RICHLAND 20/25	14	11	10	11	10	12	12	10	11	10	10	9	9
RIVIERA	13	7	7	6	8	6	6	5	5	4	4	4	3
COVINGTON	6	7	7	9	5	8	8	7	4	4	4	5	8
AMERICAN	19	15	12	12	11	11	11	7	8	7	7	7	6
BUCKS	8	8	7	8	7	9	8	7	9	7	7	6	6
A/O BRND DSCT	283	205	218	259	196	231	268	198	231	214	218	188	220
TOT BRND DSCT	10,464	8,206	8,992	10,225	9,095	11,667	10,302	9,484	11,436	9,072	10,026	9,707	9,327
BASIC SHR OF DSCT	1,825	1,429	1,835	1,858	1,611	2,337	1,918	1,727	2,220	1,823	2,094	1,999	1,812
TOT DSCT CATEGORY	13,019	10,023	10,982	12,653	11,262	14,183	12,863	11,753	13,904	11,438	12,095	11,745	11,668

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MSA SHIPMENT DATA
TOTAL UNITED STATES
TOP 25 BRANDS
DECEMBER 1995

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO				SHR CHG VS 3MAGO
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	3MM
MARLBORO	4.07	8.71	5.17	5.17	31.29	31.31	30.10	30.10	2.27	2.25	1.98	1.98	1.65
DORAL	1.71	12.25	9.64	9.64	5.80	5.88	5.72	5.72	0.30	0.59	0.59	0.59	0.24
NEWPORT	3.29	11.70	7.74	7.74	5.78	5.78	5.61	5.61	0.38	0.56	0.49	0.49	0.05
GPC	-7.90	1.77	5.05	5.05	5.33	5.64	5.84	5.84	-0.26	0.05	0.38	0.38	-0.33
WINSTON	-9.15	2.11	-3.22	-3.22	5.55	5.63	5.75	5.75	-0.35	0.07	-0.09	-0.09	-0.10
WINSTON LESS SELECT	-6.25	5.66	-3.05	-3.05	4.91	4.89	4.85	4.85	-0.15	0.22	-0.07	-0.07	0.07
WINSTON SELECT	-23.29	-13.30	-1.74	-1.74	0.67	0.77	0.92	0.92	-0.17	-0.13	0.00	0.00	-0.19
WINSTON SELECT LTS	-22.26	-12.70	-6.27	-6.27	0.32	0.36	0.44	0.44	-0.08	-0.06	-0.02	-0.02	-0.10
BASIC	-0.75	0.25	-1.68	-1.68	4.53	4.87	4.71	4.71	0.12	-0.03	0.00	0.00	0.17
CAMEL FILTERS	8.95	20.99	13.96	13.96	3.64	3.77	3.72	3.72	0.42	0.63	0.51	0.51	-0.14
CAMEL SPECIAL LTS	-9.15	-0.42	-21.38	-21.38	0.26	0.27	0.28	0.28	-0.02	0.00	-0.07	-0.07	-0.02
CAMEL NON-FILTER	-6.19	-1.76	-5.36	-5.36	0.73	0.71	0.72	0.72	-0.02	-0.02	-0.03	-0.03	0.00
SALEM	-3.85	2.66	-3.50	-3.50	3.85	3.72	3.72	3.72	-0.02	0.06	-0.07	-0.07	0.01
KOOL	-13.29	-7.38	-2.63	-2.63	3.04	3.32	3.56	3.56	-0.34	-0.30	-0.03	-0.03	-0.31
MERIT	-1.77	-0.60	-2.11	-2.11	2.41	2.32	2.38	2.38	0.04	-0.04	-0.01	-0.01	0.01
BENSON & HEDGES	1.24	1.72	-5.49	-5.49	2.41	2.32	2.34	2.34	0.11	0.02	-0.09	-0.09	0.03
VIRGINIA SLIMS	-0.35	-0.96	-0.67	-0.67	2.43	2.31	2.40	2.40	0.08	-0.04	0.03	0.03	-0.10
CAMBRIDGE	12.59	-12.55	-11.31	-11.31	1.70	1.53	1.55	1.55	0.24	-0.23	-0.17	-0.17	-0.10
MISTY	4.40	13.44	14.77	14.77	1.36	1.39	1.32	1.32	0.10	0.15	0.19	0.19	-0.01
CARLTON	-6.50	2.68	0.70	0.70	1.30	1.33	1.33	1.33	-0.04	0.02	0.03	0.03	-0.05
VANTAGE	-8.43	-0.20	-6.63	-6.63	1.12	1.12	1.13	1.13	-0.06	-0.01	-0.06	-0.06	0.00
PALL MALL	-14.11	-6.61	-7.12	-7.12	1.08	1.09	1.12	1.12	-0.13	-0.09	-0.07	-0.07	-0.04
MONTCLAIR	-56.82	-53.20	-38.08	-38.08	0.85	0.91	1.04	1.04	-1.05	-1.06	-0.61	-0.61	-0.11
KENT	-8.95	-0.89	-6.97	-6.97	0.89	0.90	0.90	0.90	-0.05	-0.02	-0.05	-0.05	0.00
VICEROY	-15.57	-11.62	-16.69	-16.69	0.74	0.76	0.81	0.81	-0.11	-0.11	-0.15	-0.15	-0.04
MONARCH	-49.99	-50.03	-51.11	-51.11	0.72	0.73	0.91	0.91	-0.67	-0.74	-0.92	-0.92	-0.11
PARLIAMENT	8.15	8.59	4.75	4.75	0.73	0.71	0.70	0.70	0.08	0.05	0.04	0.04	-0.02
CAPRI	-0.61	3.74	5.82	5.82	0.62	0.63	0.63	0.63	0.02	0.02	0.04	0.04	-0.01
MORE	-10.01	-6.12	-9.01	-9.01	0.56	0.54	0.55	0.55	-0.04	-0.04	-0.04	-0.04	0.00
NOW	-9.48	-3.99	-8.43	-8.43	0.48	0.47	0.48	0.48	-0.03	-0.02	-0.03	-0.03	0.00

MSA MONTHLY DATA - IMM SHARE OF MARKET
TOTAL UNITED STATES
TOP 25 BRANDS
DECEMBER 1995

	DEC 1994	JAN 1995	FEB 1995	MAR 1995	APR 1995	MAY 1995	JUN 1995	JUL 1995	AUG 1995	SEP 1995	OCT 1995	NOV 1995	DEC 1995	IMM SH CHANGE
MARLBORO	29.02	29.30	29.22	30.25	30.98	30.52	27.99	29.60	29.86	29.49	32.20	30.40	31.29	0.89
DORAL	5.50	5.71	5.79	5.31	5.83	5.98	5.53	5.79	5.67	5.43	5.64	6.22	5.80	-0.43
NEWPORT	5.40	5.36	5.40	5.35	5.39	5.32	5.88	5.70	5.76	5.72	5.83	5.73	5.78	0.05
GPC	5.59	5.79	5.88	5.82	5.81	6.15	5.77	5.65	6.35	5.84	5.79	5.79	5.33	-0.46
WINSTON	5.89	6.12	5.40	5.47	5.53	5.57	6.78	5.90	5.49	5.85	5.68	5.67	5.55	-0.12
WINSTON LESS SELECT	5.05	4.73	4.61	4.61	4.60	4.75	5.62	4.94	4.73	4.81	4.78	5.00	4.91	-0.09
WINSTON SELECT	0.84	1.39	0.79	0.86	0.93	0.82	1.21	0.97	0.76	1.16	0.93	0.69	0.67	-0.03
WINSTON SELECT LTS	0.39	0.67	0.38	0.41	0.44	0.37	0.59	0.48	0.39	0.53	0.44	0.33	0.32	-0.02
BASIC	4.41	4.29	5.20	4.50	4.33	5.02	4.44	4.39	4.88	4.79	4.99	5.07	4.53	-0.54
CAMEL FILTERS	3.23	3.04	3.99	3.53	3.00	3.44	4.41	3.72	4.16	3.80	3.68	4.00	3.64	-0.36
CAMEL SPECIAL LTS	0.28	0.28	0.27	0.26	0.25	0.26	0.36	0.30	0.28	0.27	0.27	0.26	0.26	0.00
CAMEL NON-FILTER	0.75	0.75	0.73	0.71	0.72	0.72	0.72	0.72	0.70	0.72	0.69	0.71	0.73	0.03
SALEM	3.86	3.74	3.67	3.72	3.68	3.68	3.79	3.79	3.61	3.75	3.63	3.71	3.85	0.14
KOOL	3.38	4.19	3.66	3.50	3.54	3.58	3.54	3.62	3.43	3.87	3.52	3.39	3.04	-0.36
MERIT	2.37	2.55	2.35	2.36	2.38	2.48	2.50	2.39	2.22	2.34	2.26	2.30	2.41	0.11
BENSON & HEDGES	2.29	2.51	2.37	2.36	2.36	2.33	2.33	2.32	2.24	2.32	2.26	2.29	2.41	0.11
VIRGINIA SLIMS	2.36	2.52	2.43	2.41	2.43	2.47	2.39	2.50	2.37	2.38	2.22	2.29	2.43	0.15
CAMBRIDGE	1.45	1.80	1.53	1.51	1.55	1.52	1.36	1.70	1.77	1.36	1.38	1.51	1.70	0.19
MISTY	1.26	1.04	1.20	1.28	1.34	1.20	1.33	1.38	1.41	1.41	1.37	1.44	1.36	-0.07
CARLTON	1.34	1.19	1.25	1.29	1.52	1.32	1.27	1.32	1.51	1.27	1.20	1.49	1.30	-0.19
VANTAGE	1.18	1.16	1.13	1.13	1.14	1.13	1.18	1.16	1.09	1.11	1.10	1.13	1.12	-0.01
PALL MALL	1.21	1.21	1.14	1.14	1.10	1.07	1.16	1.15	1.12	1.14	1.09	1.11	1.08	-0.02
MONTCLAIR	1.90	1.05	0.97	1.65	1.02	0.94	1.02	0.99	1.13	0.93	0.99	0.89	0.85	-0.04
KENT	0.95	0.95	0.92	0.89	0.89	0.87	0.95	0.91	0.89	0.89	0.88	0.92	0.89	-0.03
VICEROY	0.85	0.88	0.84	0.83	0.81	0.79	0.85	0.83	0.79	0.81	0.78	0.78	0.74	-0.04
MONARCH	1.39	1.13	1.11	1.08	1.05	0.92	0.98	0.87	0.83	0.82	0.73	0.73	0.72	-0.01
PARLIAMENT	0.65	0.71	0.67	0.68	0.64	0.65	0.75	0.74	0.74	0.69	0.68	0.71	0.73	0.01
CAPRI	0.60	0.63	0.61	0.61	0.60	0.60	0.64	0.64	0.62	0.66	0.63	0.64	0.62	-0.02
MORE	0.60	0.59	0.58	0.56	0.56	0.54	0.56	0.55	0.53	0.56	0.53	0.54	0.56	0.02
NOW	0.51	0.50	0.49	0.49	0.49	0.48	0.49	0.49	0.45	0.48	0.45	0.47	0.48	0.01

MSA MONTHLY DATA - 1MM VOLUME (000000)
TOTAL UNITED STATES
TOP 25 BRANDS
DECEMBER 1995

	<u>DEC</u> <u>1994</u>	<u>JAN</u> <u>1995</u>	<u>FEB</u> <u>1995</u>	<u>MAR</u> <u>1995</u>	<u>APR</u> <u>1995</u>	<u>MAY</u> <u>1995</u>	<u>JUN</u> <u>1995</u>	<u>JUL</u> <u>1995</u>	<u>AUG</u> <u>1995</u>	<u>SEP</u> <u>1995</u>	<u>OCT</u> <u>1995</u>	<u>NOV</u> <u>1995</u>	<u>DEC</u> <u>1995</u>
MARLBORO	12,014	9,757	10,317	12,502	11,533	14,220	12,091	11,644	13,589	11,232	13,499	11,980	12,502
DORAL	2,278	1,900	2,044	2,194	2,172	2,784	2,388	2,276	2,583	2,070	2,363	2,453	2,317
NEWPORT	2,236	1,786	1,906	2,213	2,008	2,478	2,539	2,242	2,621	2,179	2,444	2,258	2,310
GPC	2,312	1,928	2,077	2,406	2,165	2,867	2,491	2,223	2,892	2,224	2,426	2,280	2,130
WINSTON	2,439	2,039	1,906	2,261	2,059	2,594	2,930	2,320	2,497	2,230	2,382	2,233	2,216
WINSTON LESS SELECT	2,092	1,577	1,628	1,907	1,713	2,214	2,428	1,945	2,153	1,831	2,005	1,970	1,961
WINSTON SELECT	348	462	278	354	346	380	524	382	348	441	390	274	267
WINSTON SELECT LTS	163	224	133	169	164	172	256	191	176	200	184	132	127
BASIC	1,825	1,429	1,835	1,858	1,611	2,337	1,918	1,727	2,220	1,823	2,094	1,999	1,812
CAMEL FILTERS	1,336	1,012	1,409	1,460	1,117	1,603	1,904	1,465	1,892	1,446	1,541	1,576	1,455
CAMEL SPECIAL LTS	116	93	97	107	95	122	154	118	129	102	112	104	105
CAMEL NON-FILTER	312	251	257	294	267	335	309	282	318	274	290	278	293
SALEM	1,599	1,246	1,296	1,537	1,371	1,714	1,635	1,491	1,644	1,428	1,520	1,460	1,537
KOOL	1,399	1,396	1,291	1,445	1,317	1,670	1,529	1,424	1,562	1,476	1,475	1,338	1,213
MERIT	980	851	829	977	887	1,157	1,078	941	1,012	891	946	907	963
BENSON & HEDGES	950	835	838	977	877	1,085	1,005	911	1,021	882	948	904	962
VIRGINIA SLIMS	975	840	859	997	905	1,150	1,033	982	1,078	906	932	900	972
CAMBRIDGE	602	598	540	624	579	710	587	669	806	518	578	594	678
MISTY	521	348	425	528	498	559	574	545	643	538	575	566	544
CARLTON	556	395	440	533	564	614	551	521	686	485	501	588	520
VANTAGE	488	386	398	467	424	527	509	456	497	425	463	445	447
PALL MALL	503	402	402	472	411	498	503	452	508	432	458	436	432
MONTCLAIR	788	350	344	682	380	436	443	391	517	353	415	352	340
KENT	392	316	326	368	331	404	409	359	404	339	370	363	357
VICEROY	350	294	296	343	303	369	366	325	360	308	326	307	295
MONARCH	578	377	391	446	393	430	424	344	379	310	307	288	289
PARLIAMENT	269	235	235	280	239	301	325	292	335	263	287	281	291
CAPRI	250	210	217	253	224	278	278	251	282	251	263	253	248
MORE	248	195	203	231	209	253	243	217	243	212	220	213	224
NOW	212	168	171	202	181	221	213	192	205	181	190	185	192

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